

**THE AMERICAN MUSEUM
OF NATURAL HISTORY**

Central Park West at 79th Street
New York, New York 10024

Non-Profit Organization
U.S. Postage

PAID

New York, New York
Permit No. 4501

*Your numbered membership
card is enclosed for the first of
our second one-hundred years.*

E2120814

MEMBER'S SIGNATURE

[Handwritten signature]

THEODOR H NELSON
458 W 20TH ST
NEW YORK N Y

10011

SIGNATURE

**Before we blow out
the last candle
on our centennial cake,
an invitation to you...**

*The American
Museum of
Natural History*



G. Wimbush

ASSOCIATE MEMBER

The American Museum of Natural History

The individual in whose name
this card is registered is an
Associate Member for the season

1970-71

and is entitled to all privileges and
courtesies. Benefits of membership
are listed on the reverse side.

E2120814

MEMBER'S SIGNATURE

Richard D. Stewart

PRESIDENT

To validate your membership, please sign
and return this half. No need to send
payment now. No postage required.

If you have already received your
membership notification,
please disregard this card.

☐ Yes. Please start my membership,

and begin my year's subscription to Natural History. I understand I'll receive other benefits and privileges—two distinguished natural science books free, discounts on books and gifts, and preferred visitor's treatment at the Museum.

☐ Membership payment of \$7 is enclosed.

☐ Bill me later for just \$7.

MA88A.

THEODOR H NELSON
458 W 20TH ST
NEW YORK N Y

10011

verify name
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wish them
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n card.

SIGNATURE

☐ No. I do not wish membership at this time, and I am mailing back this postage-paid form.

FIRST CLASS
Permit No. 20255
New York, N. Y.

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[illegible]

The American Museum of Natural History

Central Park West at 79th Street
New York, New York 10024

Privileges of Membership

- A year's subscription to Natural History
- Two free books a year
- 15% discount on books (10% on text books), 10% on gift items
- Use of Members' Reception Room at the Museum

REGISTERED CARD IS VALID

**ONLY UPON PAYMENT, WHEN A PERMANENT
CARD WILL BE ISSUED IN YOUR NAME**

The American Museum of Natural History

invites you to become an Associate Member.

Your numbered card for the 1970-71 season is enclosed.

Payment of just \$7 entitles you to,
among other benefits, a year's subscription to

NATURAL HISTORY magazine,
two distinguished new science books,
and substantial discounts when ordering
gifts and reproductions.

If you find you cannot use this card, please return it.

A postpaid envelope is enclosed for your early reply,

YES OR NO

Dear Member-elect:

If you still believe that there are only nine planets in our
solar system ...

... that wine doesn't breathe ...

... and that you'd recognize a Neanderthal man on
sight if one sat next to you on the bus ...

... hear this. There aren't. It does. You wouldn't. And if
this intelligence shivers your timbers, blame it on NATURAL
HISTORY, the magazine of The American Museum, where, among other
monthly offerings, many a sacred cow is brought to slaughter.

As the Museum embarks on its second century, a year's
subscription to this superbly illustrated, engagingly

written magazine is yours with membership in the Museum.
And NATURAL HISTORY is only one of several gifts:

For just \$7 (payable later, at your convenience) you also get during the course of a year two new full-length books - volumes chosen for good sleuthing, good writing, good reading.

You get discounts of ten percent and more on books, reproductions, jewelry, pottery, sculpture, scientific toys ordered by mail from the Museum Shop.

And ... to assure you of a red carpet, should you pay us a visit, you also have the enclosed Membership Card - which admits you to the attractive members' reception room at the Museum.

If you wish you could be in closer touch with the world outside ... if you sometimes feel positively engulfed by how much others (perhaps even your own children!) always seem to know about science ... Museum membership is well worth your consideration.

Barricaded from nature by concrete and brick, forbidden by glass from touching, prohibited by asphalt from pausing, too many of us nowadays risk becoming the intellectual shut-ins that Thomas Huxley once described:

"To a person uninstructed in natural history, his country or seaside stroll is a walk through a gallery filled with wonderful works of art, nine-tenths of which have their faces turned to the wall."

What NATURAL HISTORY does each month is turn those hidden works around so you can have a good look. So you can enjoy what you see revealed. So you can share your knowledge with your children, and apply it to your family adventures with nature: afternoon walks, days at the shore, weekends in the country, vacations.

With a name like ours, it goes without saying that the magazine keeps you filled in on matters of astronomy (those planets), botany (that wine), and anthropology (the Neanderthal man at your elbow).

But we also keep you posted on most other important fields too - archeology, biology, entomology, geology, herpetology, ichthyology, mammalogy, mineralogy, ornithology, paleontology, sociology, zoology ...

... and lest this sound like a lecture in Latin, be advised: we speak everyday English. In NATURAL HISTORY Erynnis baptisiae Forbes and Chama iostoma Con. wear names like the Wild Indigo Dusky Wing and the Violet-mouthed Jewel Box. We write for people, not pedagogues. And in our 80-some pages each month there are almost as many pictures as paragraphs:

Candid of mammals, insects, birds, fish, caught as

they feed, kill, give birth. Ancient maps of a sort that place America as an island off China. Microscopic enlargements that show how one virus looks to another. Telescopic close-ups that let you ponder real estate on Mars.

Portraits of people who still live by the harpoon, the trap, the flintstone. Sky charts that tell where to look to find comets, eclipses, satellites. Reproductions of sculpture, artifacts, paintings. Much of the magazine's illustration is in full color. Some of it is worthy of framing.

Since Victorian days, when the sprawling galleries of The American Museum were built alongside Central Park on what had been four blocks of pig farms, countless boys and girls have been paraded past our totem poles and dinosaurs ... to help them develop a curiosity about science and nature that leads to new Charles Darwins, John Muirs, Margaret Meads, Neil Armstrongs.

To a surprising degree, the same curiosity is kindled, we find, when parents have NATURAL HISTORY in the home. And whether the issue is old or new doesn't particularly seem to matter:

Stacked on a shelf in your den, back copies bloom into encyclopedias - perpetual sources of accurate and pleasurable reference for school, for hobbies, for trips.

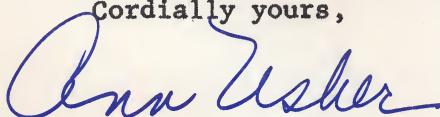
Join with us, then, as we start our second century.

Come along outside and follow our lead - up mountains, under oceans, across deserts, through space, into tree huts, hogans, caravans, houseboats, igloos, caves, lean-tos, temples.

Come see the hidden nine-tenths.

To validate your membership and start your subscription, all you need to do is drop in the mail the acceptance portion of the enclosed card (right-hand side). The left-hand side, bearing your exclusive membership number, goes in your wallet or purse. And ... welcome to The American Museum.

Cordially yours,



Ann Usher
For The American Museum

P.S. The enclosed folder gives some idea of the rich look of

NATURAL HISTORY and describes your other membership privileges in more detail.

You may want to look the folder over before deciding, but please - don't dilly-dally. There are others waiting in line, and we'll appreciate your returning your membership card promptly if not wanted. All postage, of course, is on us.

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POSTAGE WILL BE PAID FOR BY

The American Museum of Natural History

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New York, New York 10024***



NB

The same,
hallowed way
young families
the world over
are fed.

Next question.

In addition to your subscription to

Natural History

membership in The American
Museum brings you these
benefits and privileges

When you join The American Museum of Natural History, you have the satisfaction of knowing that you are helping to support the research and educational programs of one of America's leading scientific organizations. In addition, membership brings you these tangible privileges and benefits:

TWO FREE GIFT BOOKS

For your library, soft cover copies of two new full-length science books—books chosen for good sleuthing, good writing, good reading. Recent selections have included René Dubos' Pulitzer prize winning *So Human An Animal*, Barry Commoner's *Science and Survival*, Leo Vroman's *Blood*, James Edinger's *Watching for the Wind*, and Niko Tinbergen's *The Curious Naturalists*. Members' gift books are distributed twice a year—one in the spring, one in the fall.

DISCOUNTS ON BOOKS, ART OBJECTS, GIFTS. The Museum Shop stocks an uncommon array of books and gift items relating to science that can be purchased by mail. You receive a 15% discount on almost all natural science books. You get a 10% discount on the shop's many art objects (originals and reproductions), jewelry, handicrafts, hobby materials. Through the pages of *NATURAL HISTORY*, you learn of the various books and items for sale, and ordering by mail is easy.



If Turkmen are
continually on the move,
how do they feed
their families?



What's filling Lake Michigan faster than waste? **Algae.**

Was there life before life? **Quite probably.**

What's the recipe for tea some Ecuadorian Indians use? **Brew d-tetrahydroharmine with harmaline and harmine.**

How many languages does man speak. **About 2,800.**

What does it mean when an American wine is labeled Burgundy? **Only that it is red.**

Where can you get eleven inches of rain in one storm? **Arizona.**

What do lightning water, Ethiopian supermarkets, microspheres, Mineral King Valley, twisters, Moslem housewives, firefly trees, Tis Abbai Falls, pond ice, aborigine cookouts, prehistoric sculpture, Indian immolations, pipefish, and mammalian retinas look like? How does a wolf look when he's bored? A polar bear when he's taking a cat nap? A dolphin when he giggles?

invites you to become a member and to enjoy

Natural History

the magazine that answers questions
you probably haven't even asked yet.

HE THAT QUESTIONETH NOTHING, LEARNETH NOTHING, writes that frequent contributor to Bartlett's Quotations, Thomas Fuller. And nobody supplyeth answers like Natural History, publication of the world-famous American Museum of Natural History.

Answers that put more fun into your everyday brushes with nature—putting tomatoes on the sill to ripen, stocking the bird feeder, cleaning the fish tank, repotting the philodendron, raking leaves, shoveling snow, and at the close of day, gazing up at a star-glittered sky.

Answers that put more zest into the adventures you plan for, budget for, pack for, photograph, but possibly wish you were better prepared for—afternoons in the woods, days at the shore, weekends in the mountains, vacations in the national parks. And answers that make more enjoyable the many rituals of bringing up a reasonably well-educated family.

Sunday drives are more fun when you know that the cirrus formation there in the west means that Monday, typically, will be rainy.

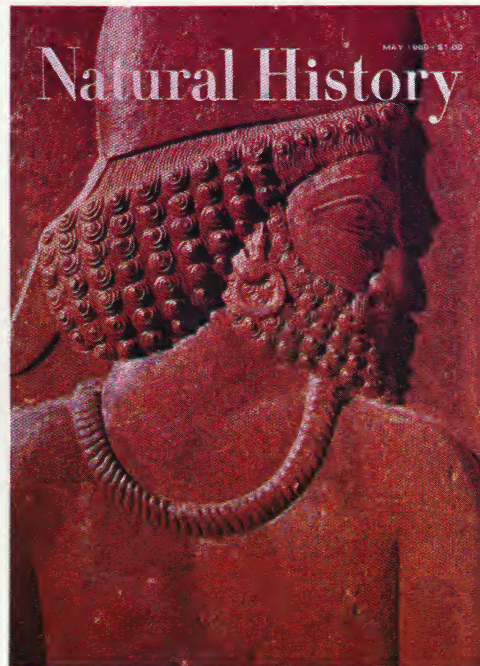
Expeditions to the planetarium, zoo, museum, mean more when you feel some kinship with asteroid, antelope, artifact.

So come. Come see vineyards and silver mines, arroyos and peaks, tundra and veld and icecap. Come meet shaman, caliph, and waiteri. Dig with us while we uncover civilizations buried in sand. Press close at our laboratory table and witness the birth of kelp. Rocket with us and salute Jupiter. Dive and marvel at anemone.

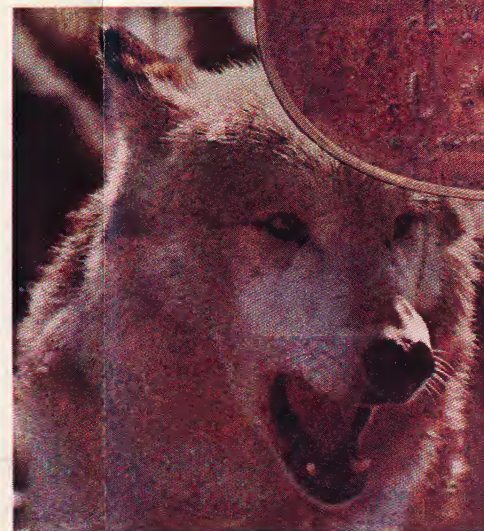
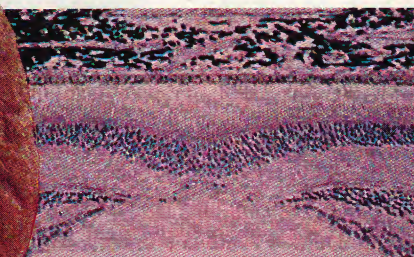
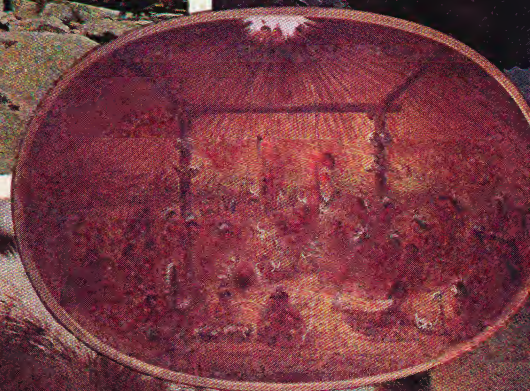
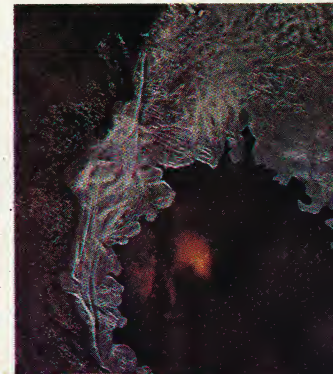
Come escape for a couple of hours each month the computerized, air-conditioned, zip-coded existences that most of us put up with, and see what the world's all about. The action? Wilder than you'd ever believe. No question.

A year's subscription to NATURAL HISTORY is yours with membership. Just \$7.

For additional gifts of membership — two free science books, and discounts when ordering reproductions and gifts — see back of this folder.



Published monthly (bimonthly in summer), this 80-some page magazine is roughly the size of Time and Newsweek. Impeccably written and edited, each issue brings you a dozen or so articles concerning various aspects of the natural sciences, illustrated throughout with photographs, drawings, diagrams, candid, micro-photographs, art works, much of it in full color.



**They look
like this.**

The American Museum of Natural History

